

REMARKS/ARGUMENTS

Claims 20-29 remain pending in the instant application. Claims 20, 21, 24, 25, 28, and 29 have been amended. Support for the amended claims can be found in the specification. No new matter has been introduced by virtue of these amendments.

Claims 20-29 were rejected under 35 U.S.C. § 102(e) as being anticipated by Ellis et al., U.S. Pre Grant Publication No. 2003/0020744. These claim rejections are overcome as follows.

Embodiments in accordance with the present invention relate to search systems wherein data broadcast services, such as shopping, are provided for each broadcast satellite digital station (see paragraph [0004] of present specification). In paragraph [0003] of the present specification, it is stated that each TV station provides its own broadcasting services. Also, an up-link enables a receiver to deal with these provided services, such as interactive TV and independent shopping (paragraph [0022]). Pending independent claims 20, 28, and 29 accordingly recite the feature wherein "the search system is configured to provide service guide information of the data broadcasting service of each broadcast station/channel."

Figure 5 and paragraph [0065] of Ellis cited by the Examiner is reproduced in part below:

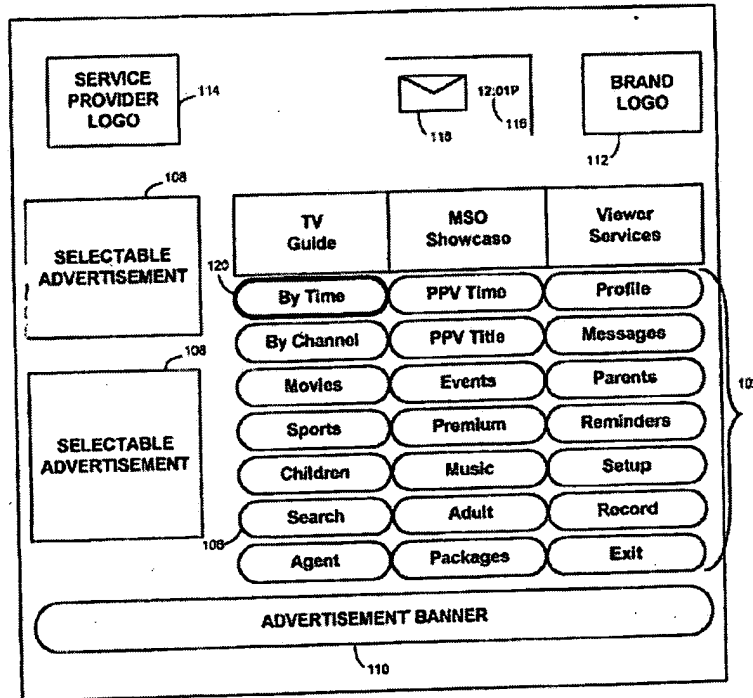


FIG. 5

[0065] The program guide may provide users with an opportunity to access program guide features through a main menu. A main menu screen, such as illustrative main menu screen 100 of FIG. 5, may include menu 102 of selectable program guide features 106. If desired, program guide features 106 may be organized according to feature type. In menu 102, for example, program guide features 106 have been organized into three columns. The column labeled "TV GUIDE" is for listings related features, the column labeled "MSO SHOWCASE" is for multiple system operator (MSO) related features, and the column labeled "VIEWER SERVICES" is for viewer related features. The interactive television program guide may generate a display screen for a particular program guide feature when a user selects that feature from menu 102. (Emphasis added)

Here, while Ellis describes "viewer related features" to be used on a program guide, Ellis fails to disclose or suggest, explicitly or even impliedly, an aspect of the pending claims. The viewer related features of Ellis are not broadcasting services for each broadcast station. Rather, they are features for the viewer, such as parental control and program reminders (see Figure 5).

As understood, Ellis does disclose or teach the viewer related features originating from the broadcast stations. It appears that Interactive Television Program Guide Equipment (see Figure 1) provides these viewer related features. Furthermore, Ellis is completely absent of any reference to "a connection to enable retrieval of data from a data broadcasting service of each broadcast station" (see independent claims 20, 28, and 29 of the present invention).


Based upon the failure of the reference relied upon the Examiner to disclose each and every element of independent claims 20, 28, and 29, it is respectfully asserted that these independent claims, as well as claims depending therefrom, are patentable. The Section 102 rejection of claims 20-29 is believed to be overcome.

CONCLUSION

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 650-326-2400.

Respectfully submitted,


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